

**SYSTEM AND METHOD FOR EXECUTION OF CUSTOMER-SPECIFIC  
MARKETING, DISCOUNTS, AND PROMOTIONS**

**Abstract of the Invention**

A system and method for execution of customer-specific marketing, discounts, and promotions which alerts the customer that the customer is to receive the promotion. In one form, the system includes a point-of-sale computer at a checkout counter for processing purchase of items, a customer interface device at the checkout counter which alerts a customer to the existence of a promotion and for transferring details of the promotion to the point-of-sale computer, wherein the details of the promotion appear as bar code data to the point-of-sale computer, and a local promotional server wirelessly connected to the customer interface device for sending the details of the promotion to the customer interface display.